

Boycott fights corporate greed

by Ron Kuipers

Corporate greed and insensitivity rears its ugly head. Again. Polygram Canada is now levying a "service fee" against all radio stations to which it sends its product. This has led the National Campus and Community Radio Association (NCRA) to organize a boycott against Polygram Canada. Polygram, one of the biggest and most powerful record companies around, doesn't need the money. So why the servicing fee?

I'm almost tempted to say that this fee has been levied for the sole purpose of sticking a thorn in the side of campus and community radio. I can't say that, however, because the Polygram reps are ever quick to point out that this fee has been levied against all radio stations, be they commercial or non-commercial.

Yet here is where Polygram is failing to make an important distinction. Campus radio operates on a limited budget. CJSR, for instance, barely makes ends meet on a paltry \$130,000 per year. As well, campus radio has different programming regulations handed down to them by the CRTC. In addition, stations like CJSR have a repeat factor of one. That means they can play a song only once per programming day. When's the last time you've heard 630 CHED do that in one hour?

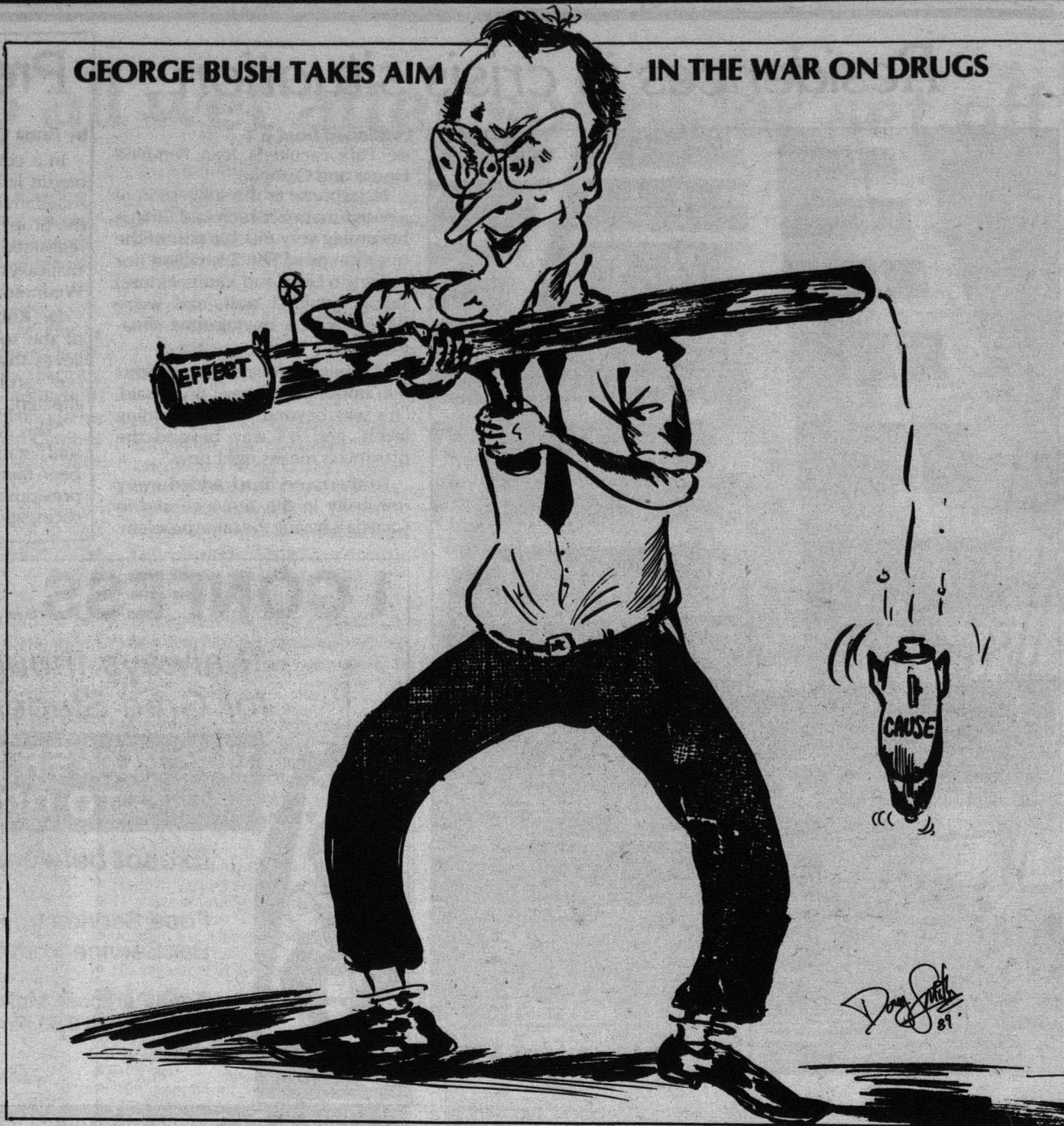
Simply put, campus radio offers a service which Polygram fails to recognize. As long as they can fill their corporate coffers with the sales from a billion Bon Jovi albums, they think they're doing all right and don't need any promotional help from a piddling campus radio station. They could never be more wrong. Polygram owns and distributes wads of "alternative" labels. The Pixies, the number one college band in the States right now, is on 4AD - a Polygram-distributed label. This is just one in a slough of bands that depend solely on college radio if their product is to be heard.

Bands like Love and Rockets, R.E.M., and U2 broke into the mainstream market after years of college radio airplay. By failing to recognize the importance of campus radio, Polygram has virtually denied any new artist on their label the chance of becoming the next R.E.M. or U2. Remember, Polygram are the ones charging an unwarranted service fee. They are the reason the NCRA organized this boycott. They are the reason new artists will suffer.

The NCRA has no choice but to boycott Polygram's product. If the fee is successfully enforced, other record companies will surely follow suit. Stations like CJSR may well be able to afford one service fee, but they can ill afford a plethora of them. That is why Polygram's actions must be stopped in their tracks. If Polygram doesn't value the services offered by campus and community radio, then those services should be withheld. Certainly, sales will not drop immediately, but new artists will suffer. This is unfortunate, but the blame rests solely upon the shoulders of Polygram. Eventually, they would be left only with a troupe of has-been rockers to make and sell their records.

I would like to announce that *The Gateway* editorial staff, in a show of solidarity with CJSR and the NCRA, has decided to join this boycott. We will no longer review, interview, or promote artists that are on Polygram or one of their sub-labels. We will maintain this position until the issue is resolved.

GEORGE BUSH TAKES AIM IN THE WAR ON DRUGS



LETTERS

Exec gets jello bath

To: S.U. President, David Tupper

Get ready for the inevitable dump in Green and Yellow BIG GUY! The Almighty SORSE crew (Students' Orientation Services) squashed, destroyed, and annihilated your so-called SU cheering section. You're toast — not only dead meat, but that roasted stuff the SU calls hamburger.

How could you have been so blind, deaf, and dumb to the obvious talent, spirit, and lung capacity of the ever righteous, enthusiastic, and beautiful SORSE people?

OH well, it's OUR PARTY so you can cry if you want to. I crave to see you in major jello at the next football game.

P.S. St. Joes You Were Great! Let's cheer together sometime?

Coleen King
Director, SORSE

Psych experiment

I am not a psychology student. In fact I have not ever taken a psychology course. Yet something inside me is amused by human behavior. Like painting dots and arrows and 'keep right' messages on the sidewalk to control human traffic flow. I suppose some people like to paint sidewalks. I suppose some people like to be controlled. Nonetheless it is an interesting study.

I watched this activity from a bench. I marvelled at how quickly students conformed to the lane control. A mob of friends on the empty sidewalk somehow feeling compelled to walk single file on the right hand side. Amazing. University has trained them so well. But what of the uneducated? I observed another group walking oblivious to the fresh paint. I wondered what possible deficiency they could have, or what mutancy.

Somehow I found them more interesting.

Michael Shane Lambert
Science III

Gateway lazy

Dear Randal Smathers, Editor-in-Chief,

Is it because you and your staff are resting on your laurels that there are thirty-five grammar and style errors on page 2 alone of the Thursday, September 7, 1989 issue of *The Gateway*?

P. Morris
Education IV

Editor's Note: rest assured that we are not resting on our laurels — although I recognise my introduction may have inferred that. Mr./Ms. Morris is invited to our recruitment meeting today, as we can obviously use more help proof-reading, if nothing else.

The Gateway welcomes letters to the editor.

If you have a comment which would be of interest to the students of the University, please do not hesitate to send it in. Letters may be dropped off, or mailed to our office (Room 282 SUB), or may be dropped off at the HUB or SUB info booths. The writer's name, faculty, and year of study must be included. Addresses and phone numbers are required but will not be printed.

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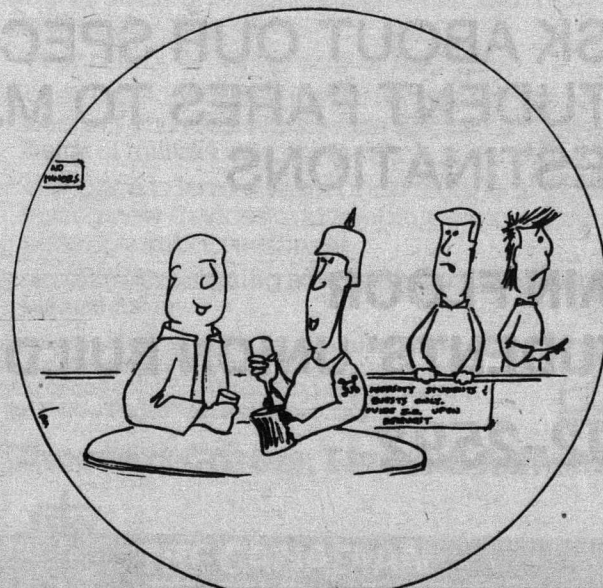
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SO, WHO'S GONNA ASK THESE GUYS FOR THEIR STUDENT I.D.?